

# New Order

**Agency:** Crossroads Media LLC  
**Office:** Alexandria  
**Client:** 12 - CrossroadsGPS  
**Product:** 11 - Crossroads GPS  
**Piggyback Product:**  
**Estimate:** 543 - GPS VA TV 30'S 5.17-5.23.12

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 5/15/2012 9:30:38 AM

**Flight Start:** 05/17/2012  
**Flight End:** 05/23/2012  
**Hiatus:**

**Primary Demo:** A35+  
**Demo 2:**  
**Demo 3:**  
**GRP:** 63.90

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2128453  
**Status:** New

**Airtime Dollars:** \$47,900.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$47,900.00  
**Total Spots:** 25

**CPP:** \$749.61  
**Comments:** Separation: 30

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
1	ThFMTuW 6A-7A GOOD-WASH 600A	EM	\$1,000.00	C	30	0	1	0	0	0	1	0	2	0.90	\$1,111.11
LPMay/2011LP (pav)															
2	ThFMTuW 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	1	0	0	0	1	0	1	3	1.80	\$666.67
LPMay/2011LP (pav)															
3	ThFMTuW 4:30A-5A GOOD-WASH 430A	RT	\$250.00	C	30	0	1	0	0	0	1	0	2	0.70	\$357.14
LPMay/2011LP (pav)															
4	ThFMTuW 9A-10A LIVE WTH KELLY	DT	\$750.00	C	30	0	1	0	0	0	1	0	2	1.20	\$625.00
LPMay/2011LP (pav)															
5	ThFMTuW 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	1	0	0	0	1	0	1	3	2.90	\$551.72
LPMay/2011LP (pav)															
6	ThFMTuW 6:27P-6:30P ABC7 NWS AT 6	EN	\$3,000.00	C	30	0	1	0	0	0	1	0	2	3.10	\$967.74

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Order ID:</b>	2128453
<b>Client:</b>	12 - CrossroadsGPS	<b>Product:</b>	11 - Crossroads GPS	<b>Estimate:</b>	543 - GPS VA TV 30'S 5.17-5.23.12
<b>Flight Start:</b>	05/17/2012	<b>Flight End:</b>	05/23/2012	<b>Received in ePort:</b>	5/15/2012 9:30:38 AM

Line	Daypart	DPT											Totals for Entire Flight		
No	(Program)	Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
LPMay/2011LP (pav)															
7	ThFMTuW 7P-7:30P WHEEL-FORTNE	PA	\$3,000.00	C	30	0	1	0	0	0	1	0	2	4.10	\$731.71
LPMay/2011LP (pav)															
8	ThFMTuW 7:30P-8P JEOPARDY	PA	\$4,000.00	C	30	1	0	0	0	1	0	1	3	5.20	\$769.23
LPMay/2011LP (pav)															
9	ThFMTuW 11P-11:35P ABC7 NWS AT 11	LN	\$2,500.00	C	30	1	0	0	0	1	0	1	3	2.70	\$925.93
LPMay/2011LP (pav)															
10	ThFMTuW 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	C	30	0	1	0	0	0	1	0	2	1.80	\$666.67
LPMay/2011LP (pav)															
11	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.00	C	30	0	0	0	1	0	0	0	1	2.50	\$640.00
LPMay/2011LP (pav)															
Total Spots:						4	6	0	1	4	6	4	25		
Total GRP/GIMP(000):						12.6	11.8	0.0	2.5	12.6	11.8	12.6	63.9		
Cash\$ - Spots: \$47,900.00 - 25    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$47,900.00    Total CPP/CMP: \$749.61															